AMENDMENTS TO THE CLAIMS

1   1.   (Currently Amended) A method of determining product demand using a data

2 processing system and collected network session data from at least one product selection

3 network site, the method comprising:

4   developing a set of master session profiles <u>from a first set of users to determine product</u>

5   <u>demand by a second set of users</u>, wherein the master session profiles include

6   product demand indicators;

7   processing at least a subset of user session data <u>from the second set of users</u> to evaluate

8   the user session data using the master session profiles; and

9   determining product demand from the evaluations.

1   2.   (Original)   The method of claim 1 wherein the product demand includes

2 information regarding the demand of one or more features of a product.

1   3.   (Original)   The method of claim 1 wherein the product demand indicators

2 include values of data types.

1   4.   (Original)   The method of claim 1 wherein developing a set of master session

2 profiles comprises:

3   developing a set of master session profiles from recorded data associated with users who

4   either submitted a product lead or purchased a product.

1   5.   (Original)   The method of claim 1 wherein developing a set of master session

2 profiles comprises:

3   collecting network session data from a plurality of user sessions conducted with the

4   network site(s);

5   matching at least a subset of each set of collected user network session data with one or

6   more factors indicating a product demand authenticity; and

7   assigning an indicator reflecting the product demand authenticity of each user session of

8   the master session profiles.

1   6. (Original) The method of claim 5 wherein at least one of the factors

2 indicating product demand authenticity is a propensity of the user to actually purchase a product

3 offered by the network site accessed by the user.

1   7. (Original) The method of claim 5 wherein the indicator is a relative scoring

2 reflecting that relates product demand authenticity between user sessions.

1   8. (Original) The method of claim 5 wherein evaluating user session data using

2 the master session profiles comprises:

3   matching at least a subset of the product demand indicators present in a user session with

4   product demand indicators in the master session profiles.

1   9. (Original) The method of claim 8 further comprising:

2   assigning an indicator reflecting the product demand authenticity of each user session that

3   is matched with the master session profiles.

1   10. (Original) The method of claim 1 wherein determining product demand from

2 the evaluations comprises:

3   associating product demand evaluations with specific products;

4   weighting evaluations in accordance with a product demand authenticity indicator; and

5   comparing the weighted evaluations of users sessions selecting a particular product

6   against a total set of weighted evaluations of user sessions.

1   11. (Original) The method of claim 1 wherein the user session data includes data

2 types associated with each users navigation of the network site during configuration of a product.

1   12. (Original) The method of claim 1 wherein evaluating user session data using

2 the master session profiles comprises:

3   processing the user session data in accordance with a decision tree using data from the

4   master session profiles as decision criteria.

1   13.   (Original)   The method of claim 1 wherein determining product demand from

2   the evaluations comprises determining product demand in accordance with:

$$PD_j = \frac{\sum\limits_{i=0}^{n} k_{ji}}{\sum\limits_{i=0}^{m} k_i} \times 100\% \qquad j \in N$$

4   where:

5   j represents a specific product,

6   PD_j represents the product demand information for product j,

7   n = total number of user sessions selecting product j,

8   k = user session scores,

9   k_j = user session scores for product j; and

10   m = total number of user sessions for all products.

11   N = total number of products.

1   14.   (Currently Amended) A method of determining product demand using a data

2   processing system and collected network session data from at least one product selection

3   network site, the method comprising:

4   processing at least a subset of collected user session data to evaluate characteristics of the

5   user session data against product demand characteristics derived from a set of

6   master session profiles, wherein the master session profiles include product

7   demand indicators <u>and the master session profiles are developed from a first set of</u>

8   <u>users and the collected user session data is from a second set of users</u>; and

9   determining product demand from the evaluations.

1   15.   (Original)   The method of claim 14 wherein the product demand includes

2   information regarding the demand of one or more features of a product.

1   16.   (Original)   The method of claim 14 wherein the product demand indicators

2 include values of data types.

1   17.   (Original)   The method of claim 14 wherein developing a set of master session

2 profiles comprises:

3   developing a set of master session profiles from recorded data associated with users who

4   either submitted a product lead or purchased a product.

1   18.   (Original)   The method of claim 14 further comprising: wherein developing a

2 set of master session profiles comprises:

3   developing the set of master session profiles, wherein developing a set of master session

4   profiles comprises:

5   collecting network session data from a plurality of user sessions conducted with

6   the network site(s);

7   matching at least a subset of each set of collected user network session data with

8   one or more factors indicating a product demand authenticity; and

9   assigning an indicator reflecting the product demand authenticity of each user

10   session of the master session profiles.

1   19.   (Original)   The method of claim 18 wherein at least one of the factors

2 indicating product demand authenticity is a propensity of the user to actually purchase a product

3 offered by the network site accessed by the user.

1   20.   (Original)   The method of claim 18 wherein the indicator is a relative scoring

2 reflecting that relates product demand authenticity between user sessions.

1   21.   (Original)   The method of claim 18 wherein evaluating user session data using

2 the master session profiles comprises:

3   matching at least a subset of the product demand indicators present in a user session with

4   product demand indicators in the master session profiles.

1   22.   (Original)   The method of claim 21 further comprising:

2   assigning an indicator reflecting the product demand authenticity of each user session that

3   is matched with the master session profiles.

1   23.   (Original)   The method of claim 14 wherein determining product demand

2   from the evaluations comprises:

3   associating product demand evaluations with specific products;

4   weighting evaluations in accordance with a product demand authenticity indicator; and

5   comparing the weighted evaluations of users sessions selecting a particular product

6   against a total set of weighted evaluations of user sessions.

1   24.   (Original)   The method of claim 14 wherein the user session data includes

2   data types associated with each users navigation of the network site during configuration of a

3   product.

1   25.   (Original)   The method of claim 14 wherein evaluating user session data using

2   the master session profiles comprises:

3   processing the user session data in accordance with a decision tree using data from the

4   master session profiles as decision criteria.

1   26.   (Currently Amended) A method of determining product demand using an

2   electronic data processing system, the method comprising:

3   collecting data from multiple user sessions <u>from a first set of users</u> with a world wide web

4   ("Web") site, wherein the user sessions involve selecting a product marketed by

5   the Web site and the collected data includes user navigation data related to

6   selection of a product ~~selection~~ and Web page data as provided to <u>each of</u> the

7   [[user]] <u>users in the first set of users</u>;

8   developing a product demand master profile set from the collected data;

9   collecting a second set of user session data <u>from a second set of users</u>; and

10   matching the second set of user session with the master profile set to determine product

11   demand.

1   27.   (Original)   The method of claim 26 wherein matching the second set of user

2   sessions with the master profile set comprises matching values of data types collected from each

3   of the second set of user sessions with a master profile from the master profile set using a

4   decision tree.

1   28.   (Original)   The method of claim 26 wherein the product demand includes

2   information regarding the demand of one or more features of a product.

1   29.   (Currently Amended) A system for determining product demand using a data

2   processing system and collected network session data from at least one product selection

3   network site, the system comprising:

4   master session profile generation system to develop a set of master session profiles <u>from</u>

5   <u>a first set of users to determine product demand by a second set of users</u>, wherein

6   the master session profiles include product demand indicators; and

7   a processing engine to process at least a subset of user session data <u>from the second set of</u>

8   <u>users</u> to evaluate the user session data using the master session profiles and

9   determine product demand from the evaluations.

1   30.   (Original)   The system of claim 29 further comprising:

2   a session recording system to collect network session data from at least one product

3   selection network site.

1   31.   (Original)   The system of claim 29 wherein the processing engine determines

2   product demand in accordance with:

3
$$PD_j = \frac{\sum_{i=0}^{n} k_{ji}}{\sum_{i=0}^{m} k_i} \times 100\% \qquad j \in N$$

4   where:

5   j represents a specific product,

6   PD_j represents the product demand information for product j,

7   n = total number of user sessions selecting product j,

8   k = user session scores,

9   k_j = user session scores for product j; and

10   m = total number of user sessions for all products.

11   N = total number of products.

1   32.   (Original)   The system of claim 29 wherein the product demand includes

2   information regarding the demand of one or more features of a product.

1   33.   (Original)   The system of claim 29 wherein the product demand indicators

2   include values of data types.

1   34.   (Original)   The system of claim 29 wherein the master session profiles are

2   developed from a set of master session profiles from recorded data associated with users who

3   either submitted a product lead or purchased a product.

1   35.   (Original)   The system of claim 29 wherein the network session data includes

2   data from a plurality of user sessions conducted with the network site(s) and to determine

3   product demand from the evaluations the processing engine matches at least a subset of each set

4   of collected user network session data with one or more factors indicating a product demand

5   authenticity and assigns an indicator reflecting the product demand authenticity of each user

6   session of the master session profiles.

1   36.   (Original)   The system of claim 35 wherein at least one of the factors

2   indicating product demand authenticity is a propensity of the user to actually purchase a product

3   offered by the network site accessed by the user.

1   37.   (Original)   The system of claim 35 wherein the indicator is a relative scoring

2   reflecting that relates product demand authenticity between user sessions.

1   38.   (Original)   The system of claim 35 wherein to determine product demand

2   from the evaluations the processing engine further matches at least a subset of the product

3   demand indicators present in a user session with product demand indicators in the master session

4   profiles.

1   39.   (Original)   The system of claim 38 wherein the processing engine assigns an

2   indicator reflecting the product demand authenticity of each user session that is matched with the

3   master session profiles.

1   40.   (Original)   The system of claim 29 to determine product demand from the

2   evaluations the processing engine associates product demand evaluations with specific products,

3   weights evaluations in accordance with a product demand authenticity indicator, and compares

4   the weighted evaluations of users sessions selecting a particular product against a total set of

5   weighted evaluations of user sessions.

1   41.   (Original)   The system of claim 29 wherein the user session data includes data

2   types associated with each users navigation of the network site during configuration of a product.

1   42.   (Original)   The system of claim 29 to evaluate user session data using the

2   master session profiles, the processing engine processes the user session data in accordance with

3   a decision tree using data from the master session profiles as decision criteria.

1   43.   (Currently Amended) A computer program product comprising instructions

2   encoded thereon to determine product demand using a data processing system and collected

3   network session data from at least one product selection network site, the instructions are

4   executable by a processor to:

5   develop a set of master session profiles from a first set of users to determine product

6   demand by a second set of users, wherein the master session profiles include

7   product demand indicators;

8   process at least a subset of user session data from the second set of users to evaluate the

9   user session data using the master session profiles; and

10   determine product demand from the evaluations.

1   44.   (Currently Amended) A system to determine product demand using a data

2 processing system and collected network session data from at least one product selection

3 network site, the system comprising:

4   means for developing a set of master session profiles <u>from a first set of users to determine</u>

5   <u>product demand by a second set of users,</u> wherein the master session profiles

6   include product demand indicators;

7   means for processing at least a subset of user session data <u>from the second set of users</u> to

8   evaluate the user session data using the master session profiles; and

9   means for determining product demand from the evaluations.